CLAIMS:

1. A method for viewing and interacting with category specific data in a category specific browser, the method comprising:

a. generating a category specific browser user interface;

b. displaying the category specific browser user interface on a client computer;

c. establishing a dedicated connection between the client computer and a server computer, the server computer comprising a category specific database that stores the category specific data, the dedicated connection between the client computer and the server computer preventing the category specific browser from receiving data from any source other than the server, a plurality of client computers each having a respective dedicated connection to the server computer forming a targeted community wherein each client computer is a member of the targeted community and members of the targeted community all have access to the same category specific data;

d. in response to a user request at the client computer:

i. formatting a database query to retrieve selected category specific data from the category specific database;

ii. transmitting the database query to the server via the dedicated connection to the server;

iii. receiving the selected category specific data via the dedicated connection to the server; and

iv. displaying the selected category specific data in the category specific browser user interface.

2. The method of Claim 1, wherein transmissions over the dedicated connection between the client computer and the server computer are encrypted.

3. The method of Claim 1, further comprising:

a. in response to a user request, initiating a chat mode with one or more other members of the targeted community, the client computer and the one or more other members of the targeted community each simultaneously having a respective dedicated connection to the server, the chat mode excluding clients that do not have a dedicated connection to the server; and

b. while in the chat mode:

i. forwarding user input received via a user input device to the server for transmission to the one or more other members of the targeted community; and

ii. receiving data from one or more other members of the targeted community via the server and displaying the received data in the category specific browser user interface.

4. The method of Claim 1, wherein the category specific database comprises data for a plurality of categories.

5. The method of Claim 4, wherein the category specific browser can display data from multiple categories.

6. The method of Claim 1, wherein the category specific data comprises electronic trading cards.

7. The method of Claim 6, wherein the electronic trading cards relate to personalities.

8. The method of Claim 7, wherein the personalities are sports personalities.

9. The method of Claim 1, wherein the category specific data is corporate data comprising information about a specific business entity.

10. The method of Claim 1, wherein the category specific data comprises video data.

11. The method of Claim 1, wherein the category specific data comprises audio data.

12. The method of Claim 1, wherein the generating the category specific browser user interface comprises:

    a. providing a generic category specific browser user interface having a first appearance; and

    b. in response to a user configuration command, modifying the generic category specific browser user interface to have a second appearance as defined by the user configuration command.

13. The method of Claim 12, wherein the second appearance comprises a different logo than the first appearance.

14. The method of Claim 12, wherein the second appearance comprises a different set of user controls than the first appearance.

15. The method of Claim 1, further comprising displaying news in the category specific browser in addition to the category specific data.

16. A system for viewing and interacting with category specific data, the system comprising:

    a. a category specific browser that displays category specific data; and

    b. an external interface in communication with the category specific browser, the external interface forwarding data received from a server to the category specific browser and transmitting data received from the category specific browser to the server, the external interface establishing an exclusive connection to the server that prevents the category specific browser from receiving data from a source other than the server.

17.   The system of Claim 16, wherein the category specific data comprises electronic trading cards.